

Message Text

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SUBJECT: MEDIA REACTION - AMBASSADOR ENDERS SPEECH TO THE
CONFERENCE BOARD

1. ON NOVEMBER 9 IN TORONTO THE CONFERENCE BOARD IN CANADA SPONSORED A DAY-LONG CONFERENCE ON US-CANADIAN RELATIONS. AMBASSADOR ENDERS SPOKE TO THE ASSEMBLED CANADIAN BUSNIESMEN AND ECONOMISTS AND OUTLINED "AN AMERICAN VIEW OF THE RELATIONSHIP". THE CANADIAN PRESS COVERED THE SPEECH AND RAN A STORY ON THEIR NATIONAL "A" WIRE WHICH EMPASHIZED THE AMBASSADOR'S SUGGESTION THAT THE US AND CANADA SHOULD CONSULT EACH OTHER MORE BEFORE MAKING POTENTIALLY CONTROVERSIAL DECISIONS IN AREAS OF MUTUAL CONCERN. THE CP STORY STRESSED THE AMBASSADOR'S CALL FOR MORE STRUCTURED CONSULTATIONS AND NOTED THAT HE "SUGGESTED THAT IT WOULD BE A HELP TO HANDLE DISPUTES INVOLVING COASTAL WATERS, DAM REGULATIONS AND WATER TO THE ALLOTMENTS IN A WAY ANALAGOUS TO THAT OF THE INTERNATIONAL JOINT COMMISSION. THE CP STORY WAS PICKED UP AND CARRIED BY PAPERS AND RADIO STATIONS ACROSS THE COUNTRY.

2. UPI ALSO COVERED THE SPEECH EMPHASIZING THE NEED FOR CLOSER CONSULTATIONS IN VARIOUS AREAS OF POTENTIAL PROBLEMS. THE UPI OTTAWA CORRESPONDENT WAS IMPRESSED BY THE FACT THAT AMBASSADOR ENDERS REJECTED "CONTINENTALISM" OUT OF HAND AS A POSSIBLE GOAL
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FOR THE ECONOMIC POLICIES OF THE UNITED STATES.

3. THE NATIONAL CTV TELEVISION NEWS STRESSED THE POSITIVE ASPECTS OF THE AMBASSADOR'S REMARKS AND SHOWED EXCERPTS FROM AN INFORMAL Q AND A SESSION FOLLOWING HIS PREPARED REMARKS IN WHICH THE AMBASSADOR NOTED THAT VICE PRESIDENT ELECT WALTER MONDALE WAS PERSONALLY VERY INTERESTED IN CANADA. CTV ALSO CARRIED THE AMBASSADOR'S REMARK THAT HE WOULD NOT IN ANY WAY COMMENT ON THE OUTCOME OF THE QUEBEC ELECTION, BUT THAT THE UNITED STATES POLICY FAVORS A STRONG AND UNIFIED CANADA.

4. THE CBC NATIONAL TELEVISION NEWS ALSO CARRIED EXCERPTS FROM THE AMBASSADOR'S REMARKS TO THE CONFERENCE BOARD STRESSING THE NEED FOR CONTINUED CLOSE COOPERATION.

5. THE BUSINESS EDITOR FOR GLOBAL TELEVISION, WHICH SERVICES SOUTHERN ONTARIO, COVERED THE SPEECH IN HIS NATIONAL EVENING NEWS AND FEATURED A SHORT INTERVIEW WITH THE AMBASSADOR.

6. THE TORONTO GLOBE AND MAIL'S REPORT ON BUSINESS SECTION, THE ONLY NATIONALLY CIRCULATED PAPER WHICH REACHES ALL PARTS OF THE COUNTRY ON THE SAME DAY, FEATURED A FRONT PAGE PHOTO OF AMB. ENDERS AND A STORY ABOUT HIS REMARKS REFLECTING THAT "CANADIAN/US RELATIONS ARE GOOD, CLOSE AND ACTIVE AT THE OFFICIAL LEVEL, BUT THE MEDIA AND PUBLIC CERTAINLY THINK THERE ARE PROBLEMS BECAUSE LITTLE IS DONE ABOUT THE UNDERLYING STRESSES." THE GLOBE'S PIECE STRESSED THE FACT THAT THE AMBASSADOR OBSERVED HOW OFTEN IN PUBLIC OUR DIFFERENCES ARE BLOWN OUT OF ALL PROPORTION. THE GLOBE WENT ON TO SAY THE AMBASSADOR CALLED FOR CONTINUED CLOSE CONSULTATION IN VARIOUS AREAS OF US/CANADIAN RELATIONS.

7. WRITING IN THE MONTREAL STAR, NATIONALLY SYNDICATED POLITICAL COLUMNIST W.S. WILSON, OBSERVED THAT A YEAR AGO THE DEPARTING AMERICAN AMBASSADOR ANGERED THE PRIME MINISTER BY SUGGESTING TO A GROUP OF JOURNALISTS THAT "A RANGE OF CANADIAN-AMERICAN PROBLEMS COULD BECOME TROUBLESOME DURING AN AMERICAN ELECTION YEAR. "WITH THE ELECTION NOW OUT OF THE WAY WHAT IS THE CURRENT STATE OF RELATIONS BETWEEN THE TWO COUNTRIES? A SMALL MINORITY IN BOTH COUNTRIES TAKES THE STAND THAT RELATIONS ARE AWFUL BUT MOST PEOPLE WOULD PROBABLY REPLY 'NOT BAD'".

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WILSON WENT ON TO NOTE THAT THE AMERICAN AMBASSADOR AND THE CANADIAN MINISTER OF FINANCE HAD RECENTLY MADE SPEECHES DEALING WITH DIFFERENT ASPECTS OF THE SAME TOPIC - US-CANADIAN ECONOMIC RELATIONS. MINISTER MACDONALD'S SPEECH WAS IN SAN FRANCISCO TO THE AMERICAN PETROLEUM INDUSTRY; THE AMBASSADOR'S, TO THE CONFERENCE BOARD IN TORONTO. WILSON BEGAN HIS ANALYSIS OF THE AMBASSADOR'S SPEECH BY RESTATING THE AMBASSADOR'S QUESTION AS TO WHETHER OR NOT THE REMAINDER

OF THE SEVENTIES WOULD BE A PERIOD OF ADJUSTMENT IN US-CANADIAN RELATIONS OR WHETHER WE WILL ENTER A NEW PERIOD OF CONSTRUCTION. WILSON WENT ON TO QUOTE THE AMBASSADOR'S ASKING WHETHER WE ARE PREPARED NOW TO CONSIDER MAJOR NEW COOPERATIVE VENTURES AND THE FACT THAT WE HAVE POSSIBLE OPPORTUNITIES FOR CO-OPERATIVE OPENINGS.

WILSON OBSERVED "THIS IS AN INTERESTING ANALYSIS OF CANADIAN-AMERICAN RELATIONS WHICH SEEMS TO HAVE HISTORICAL VALIDITY. MR. ENDERS DID NOT ANSWER THE QUESTION HE RAISED ALTHOUGH IT IS OBVIOUS IN WHICH DIRECTION HE WOULD LIKE TO SEE EVENTS MOVE. HE SUGGESTED THAT BECAUSE THE TWO COUNTRIES ARE THE MOST ECONOMICALLY INTERDEPENDENT IN THE WORLD MORE SUSTAINED AND DETAILED CONSULTATION MIGHT BE USEFUL. READING THE TWO SPEECHES SIDE BY SIDE IT SEEMS TO ME THAT WE ARE ENGAGED IN A MUCH HEALTHIER DIALOGUE THAN EVEN A COUPLE OF YEARS AGO."

8. SOUTHAM NEWS SERVICES CHIEF POLITICAL CORRESPONDENT, CHARLES LYNCH, WRITING FROM TORONTO, DISCUSSED THE ENTIRE CONFERENCE BOARD SESSION ON US-CANADIAN RELATIONS FROM THE PERSPECTIVE THAT IT HAS ALWAYS BEEN POLITICALLY POPULAR TO KICK THE UNITED STATES AROUND IN CANADA AND THAT CANADIANS OCCASIONALLY USE THE "YANKEE PERIL TO DRAW THE CANADIANS TOGETHER". LYNCH OBSERVED "NOBODY TALKED ABOUT WHAT THE UNITED STATES MIGHT THINK, MUCH LESS DO, IF THE CANADIAN UNION COMES UNSTUCK. INSTEAD, OUR RESPECTIVE AMBASSADORS THOMAS ENDERS... AND JAKE WARREN... WANTED MORE CONSULTATIONS IN ADVANCE OF GOVERNMENT DECISIONS. ENDERS SAID ADVANCE CONSULTATION WOULD REDUCE THE RISK OF ISSUES BECOMING IRRITANTS." LYNCH THEN EXAMINED THE VIEWS OF SEVERAL CONFERENCE PARTICIPANTS OTHER THAN THE AMBASSADOR AND CONCLUDED "IT'S KIND OF COMFORTING TO THINK THAT WHATEVER HAPPENS TO CANADA WE'LL STILL HAVE THE US TO KICK AROUND AND TO KICK US AROUND UNCLASSIFIED

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IN RETURN."

9. COMMENT: THE CONCEPTS DEVELOPED IN THE AMBASSADOR'S SPEECH RECEIVED EXCELLENT COUNTRYWIDE MEDIA COVERAGE, PERHAPS MORE GENERAL NATIONWIDE NEWS COVERAGE THAN ANY OF THE AMBASSADOR'S SPEECHES EXCEPT HIS FIRST ONE IN CANADA. ENDERS

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